

CLAIMS

What is claimed is:

1. A method for asynchronously accessing supplementary media content based on broadcast media content received from a broadcast signal for use with a handheld device, comprising:
 - receiving trigger information extracted from the broadcast media content;
 - obtaining supplementary media content from a disparate source of media content; and
- 10 accessing the supplementary media content based on the trigger information, wherein said accessing occurs asynchronously, without simultaneous connection to a source of the broadcast signal and the disparate source of media content during said accessing.
2. The method of claim 1, comprising receiving broadcast media content having trigger information embedded therein.
- 15 3. The method of claim 1, comprising extracting the trigger information from the broadcast media content.
4. The method of claim 1, comprising delivering broadcast media content received from the broadcast signal.
- 20 5. The method of claim 1, comprising communicating trigger information extracted from the broadcast signal to the handheld device.
6. The method of claim 1, comprising delivering the supplementary media content to a consumer of the broadcast media content.
- 25 7. The method of claim 6, comprising employing a communication capability of the hand-held device to deliver the supplementary media content to the consumer of the broadcast media content.
8. The method of claim 1, comprising obtaining the supplementary media content associated with broadcast media content prior to delivery of the broadcast media content to a consumer.
- 30 9. The method of claim 1, comprising storing the supplementary media content in a memory of the handheld device.
10. The method of claim 1, comprising obtaining the supplementary media content from a disparate source of media content based on the trigger information.

11. The method of claim 10, wherein the disparate source corresponds to at least one of the Internet, an external data source, and a mobile network.

12. The method of claim 1, wherein said receiving trigger information includes receiving an identification tag adapted to identify the broadcast media
5 content.

13. The method of claim 1, wherein said receiving trigger information includes receiving an identification tag adapted to identify the supplementary media content.

14. The method of claim 1, wherein said obtaining supplementary media
10 content includes obtaining an identification tag.

15. The method of claim 1, wherein said obtaining supplementary media content includes obtaining descriptive text.

16. The method of claim 1, wherein said obtaining supplementary media content includes obtaining binary information.

17. The method of claim 16, wherein said obtaining binary information includes obtaining an image file.

18. The method of claim 16, wherein said obtaining binary information includes obtaining a media file.

19. The method of claim 16, wherein said obtaining binary information
20 includes obtaining software operable to execute an interactive game.

20. The method of claim 1, wherein said obtaining supplementary media content includes obtaining hyper text markup language.

21. The method of claim 1, wherein said obtaining supplementary media content includes obtaining a link to a location of
25 supplementary media content on a communications network.

22. The method of claim 1, wherein said obtaining supplementary media content includes obtaining compressed information.

23. The method of claim 1, wherein said obtaining supplementary media content includes obtaining uncompressed information.

30 24. The method of claim 1, comprising retrieving supplementary media content stored in memory of the handheld device based on ongoing activities of the handheld device relating to the supplementary media content.

25. The method of claim 1, comprising retrieving supplementary media content stored in memory of the handheld device based on user-defined categories relating to desired supplementary media content.

26. A supplementary media content access system employing a handheld device, comprising:

an input of the handheld device receiving trigger information extracted from the broadcast media content;

a supplemental request module obtaining supplementary media content from a disparate source of media content; and

10 a parser accessing the supplementary media content based on the trigger information.

27. The system of claim 26, comprising a set top box receiving broadcast media content having trigger information embedded therein.

28. The system of claim 26, comprising a decoder extracting the trigger 15 information from the broadcast media content.

29. The system of claim 26, comprising a media delivery device delivering broadcast media content received from the broadcast signal.

30. The system of claim 26, comprising a set top box communicating trigger information extracted from the broadcast signal to the handheld device.

20 31. The system of claim 26, comprising a media delivery device delivering the supplementary media content to a consumer of the broadcast media content.

25 32. The system of claim 31, comprising a graphic user interface of the handheld device delivering the supplementary media content to the consumer of the broadcast media content.

33. The system of claim 26, wherein said supplemental request module is adapted to obtain the supplementary media content associated with broadcast media content prior to delivery of the broadcast media content to a consumer.

30 34. The system of claim 26, comprising a memory of the handheld device storing the supplementary media content.

35. The system of claim 26, wherein said supplemental request module is adapted to obtain the supplementary media content from a disparate source of media content based on the trigger information.

36. The method of claim 35, wherein the disparate source corresponds
5 to at least one of the Internet, an external data source, and a mobile network.

37. The system of claim 26, wherein said input receives an identification tag adapted to identify the broadcast media content.

38. The system of claim 26, wherein said input receives an identification tag adapted to identify the supplementary media content.

10 39. The system of claim 26, wherein said supplemental request module obtains an identification tag.

40. The system of claim 26, wherein said supplemental request module obtains descriptive text.

15 41. The system of claim 26, wherein said supplemental request module obtains binary information.

42. The system of claim 41, wherein said supplemental request module obtains an image file.

43. The system of claim 41, wherein said supplemental request module obtains a media file.

20 44. The system of claim 41, wherein said supplemental request module obtains software operable to execute an interactive game.

45. The system of claim 26, wherein said supplemental request module obtains hyper text markup language.

25 46. The system of claim 26, wherein said supplemental request module obtains a link to a location of supplementary media content on a communications network.

47. The system of claim 26, wherein said supplemental request module obtains compressed information.

30 48. The system of claim 26, wherein said supplemental request module obtains uncompressed information.

49. The system of claim 26, comprising a filter module retrieving supplementary media content stored in memory of the handheld device based on

ongoing activities of the handheld device relating to the supplementary media content.

50. The system of claim 26, comprising a filter module retrieving supplementary media content stored in memory of the handheld device based on user-defined categories relating to desired supplementary media content.

51. A method of asynchronously providing information to a portable device from a broadcast source and an information source, comprising:

supplying first information to said portable device from said broadcast source;

10 requesting second information from said information source based on said first information; and

supplying said second information to said portable device.

52. A method of asynchronously using information in a portable device, comprising:

15 using said portable device to receive first information from a broadcast source;

using said portable device to provide control instructions to a second system based on said first information;

20 using said second system to perform an operation based on said control instructions.

53. A method of asynchronously using information from a broadcast source, comprising:

using a tuner to selectively input first information from a broadcast source into a portable device;

25 using said portable device to provide control instructions to a second system based on said first information;

using said second system to perform an operation based on said control instructions.